IIA

INFORMATION INDUSTRY ASSOCIATION

MEMORANDUM

TO: IIA Global Congress Attendees

FROM: Peter Marx, Chair, 9th Annual Deal-Making Session

RE: Business development at the Global Congress

One of the many advantages of IIA's Annual Convention is the opportunity to meet and interact with other senior executives within the information industry. Over my years of experience, I've learned that the IIA offers an exceptional business development forum - if you know how to leverage the process.

Deal-making and networking are a large of part of the IIA tradition. But finding the right people who are interested in your proposal, venture or deal is often the most difficult part of the process.

The Deal-making session, which takes place on Sunday October 17th from 4:30-6:00 p.m., is designed to streamline that process and help you get the most out of your convention experience. We've developed and refined it during the past eight years to provide you with a FREE platform to describe the type of business deal, partnering relationship or strategic alliance you're seeking within the industry.

Here's how the deal-making session works. Presenters will be given 90 seconds at the podium to outline the type of deal or alliance they are looking for during the course of the Global Congress. Each presenter and a summary of their deal interest will be included in a special deal-making directory. A networking reception will immediately follow the presentations.

With hundreds of executives together at the Congress for only a few days, it's tough to make the right contact. Now people will know who your are and what you're interested in. I urge you to reserve one of the remaining spaces by faxing your name ,title, company address, phone number and description of the type of deal in which you're interested to the IIA at (202) 638-4403. If you have any questions, please feel free to call me at (617) 576-5730.

I look forward to seeing you in Washington on October 17th.

Return-Path: <rhill@cni.org>
Received: from a.cni.org by wais.wais.com (4.1/SMI-4.1/Brent-911016)   id AA14137; Fri, 7 May 93
09:16:17 PDT
Received: by a.cni.org id <AA12808@a.cni.org>; Fri, 7 May 93 12:01:51 -0400
From: Richard Hill <rhill@cni.org>
Message-Id: <9305071601.AA12808@a.cni.org>
Subject: Re: ASIS, IIA, and Brewster (or surrogate)
To: Barbara@wais.com (Barbara Lincoln Brooks)
Date: Fri, 7 May 93 12:01:50 EDT
In-Reply-To: <9305032227.AA05185@wais.wais.com>; from "Barbara Lincoln Brooks" at May 3, 93 3:27 pm
X-Mailer: ELM [version 2.3 PL11]

5/12/93 y epl
we'd like to
participate

Barbara,
the meeting would take place in downtown Washington, D.C. at the
Ramada Renaissance hotel. It would probably be a morning session so
Brewster would want to come in the night before, get Saturday rates, etc.
and could get out at a reasonable time (Mid-Day) if necessary or stay
to hob-nob or prospect the corporate marketplace.

The IIA audience is largely senior decision makers, those concerned about
what users need from their products in the future, how to get there, etc.,
largely marketing and product development types along with some lobbyists,
etc.

Feel free to ask more questions. In case you were not aware of Tim Sprehe,
who I mentioned as an add to the program, Tim was at the Office of Management
and Budget and was the author of the circdular A-130 which set regulations
and assumptions forgovernment dissemination of information (cost recovery,
copyright, etc.)

Dick

asis

MEMORANDUM

TO: Clifford Lynch
        Brewster Kahle
        John R. Garrett <0004716758@mcimail.com>

FROM: Dick Hill, Executive Director, ASIS

DATE: April 20, 1993

[BARBARA: Message that follows is as previously sent via e-mail. I have since been discussing adding Tim Sprehe, formerly with OMB, as a speaker as well. I will be out of the office all next week but will be checking e-mail {rhill@cni.org} regularly. I will send this as a FAX and as e-mail. Thanks, Dick]

The Information Industry Association (IIA) has requested that
ASIS put together a 1/2 day program on Sunday, October 10 to
precede their 25th annual meeting. A few selected other
groups will be making similar presentations.

Concisely put, ASIS would like to help bring the corporate
world into electronic networking, an area of which they appear
relatively unfamiliar. IIA is an organization of for-profit
information companies including primary and secondary
publishers, Bell operating companies, etc. The
representatives to IIA tend to be the decision makers.

As I have discussed this possible presentation, it could
involve Cliff giving a broad background, growth standards,
etc. of networking, Brewster Kahle speaking about WAIS, and
John Garrett speaking about intellectual property and
electronic, networked publishing.

That is a very broad brush description and I would give you a
great deal of leeway in structuring any presentation. If you
are able and willing to make a presentation as described,
please let me know ASAP so I can begin IIA's publicity.

Sincerely,

Dick Hill
Executive Director, ASIS
rhill@cni.org